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Humane Society of Pikes Peak Region's New Transfer Van Proudly Promotes the Adopt-a-Shelter-Pet License Plate

LAKEWOOD, Colo. –On February 6, the Humane Society of the Pikes Peak Region (HSPPR) will unveil its new transfer vehicle, the Rescue Rover, with artwork promoting Colorado's Adopt-a-Shelter-Pet license plate. The Rescue Rover will travel the I-25 corridor to transport homeless pets to HSPPR from transfer partners in rural areas of Colorado to increase the adoption opportunities for these pets.

Since January 2011 when the Adopt-a-Shelter-Pet license plate became available, more than 8,650 plates have been purchased – it's the second fastest-selling revenue-producing Group Special Use plate in the state! The cost to purchase a plate includes an initial \$30 donation (\$25 for renewals) to benefit homeless shelter pets in Colorado. Revenues of \$376,900 from the sale of these plates have been awarded in the form of 117 grants to shelters and rescues in underserved areas of Colorado. License plate funds can be used for spay/neuter surgery, emergency and non-emergency veterinary medical care, and microchip implantation and registration to prepare Colorado's neediest shelter animals for adoption into new homes. The attractive blue and yellow plate with dog and cat silhouettes in a paw print also serves to

encourage Coloradans to adopt shelter pets and allows drivers to show their support for shelter pet adoptions.

On its debut voyage, the Rescue Rover will transport about 20 dogs from Trinidad to HSPPR in Colorado Springs. Representatives of the Pet Overpopulation Fund will be on hand at 3 p.m. to help unload these special travelers upon arrival at HSPPR. The Rescue Rover is expected to make one to two trips a week to six shelters in rural southeast Colorado, transferring more than 1,200 pets per year to HSPPR for adoption.

Be sure to look for the Rescue Rover when you travel I-25 and remember to purchase an Adopt-a-Shelter-Pet license plate at your local DMV to help Colorado's shelter pets find new homes!

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The Pet Overpopulation Fund was created by the State legislature in 2001 to curb pet overpopulation. Coloradans can help the neediest pets in our state and combat pet overpopulation by donating to the Fund on their state tax forms or by purchasing an Adopt-a-Shelter-Pet license plate. Learn more by visiting www.ColoradoPetFund.org.